

**REMARKS**

In the Office Action dated June 30, 2006, the Examiner rejects claims 1 through 17 under 35 U.S.C. § 103(a) as being obvious over U.S. Patent No. 5,541,662 to Adams ("Adams") in view of the article entitled Object Representation For Multimedia Document Interchange by Mourad ("Mourad") and further in view of U.S. Patent No. 6,182,090 to Peairs ("Peairs"). Applicant traverses these rejections and respectfully requests reconsideration in view of the following Remarks.

Embodiments of the present invention are directed to systems and methods that distribute digital video along with other data, including private data, which is usable to create a result that provides a look-and-feel of interactivity without transmission from the client set-top box to the head end server. It is desirable and heretofore unknown in the art to provide systems and methods for broadcasting video signals that incorporate private data and providing at the receiving end a set-top box or decoder that is adapted to receive the video information and private data to provide a user with a system having the look-and-feel of interactivity.

Independent claim 1 of the present Application is directed towards a system for providing an interactive look-and-feel in a playing device receiving a digital broadcast. The system of independent claim 1 comprises a signal generator which generates a digital signal comprising interleaved bits of at least one of audio, video and binary data for play on a playing device, and private data. The private data of independent claim 1 includes an event identification for said at least one of audio, video and binary data and an indication of a number of hot-spots for link to an additional at

least one of audio, video and binary data, each hot-spot being linked to said additional at least one of audio, video and binary data by link data.

The link data includes a set of coordinates defining a location on the playing device, link event identification indicating the additional at least one of audio, video and binary data coupled to the set of coordinates, and synchronization time indicating the temporal position of the additional at least one of audio, video and binary data. The system of independent claim 1 further comprises means for broadcasting said digital signals and a receiver which receives said digital signal at user locations and play at least one of said audio, video and binary data on said playing device, and is adapted to selectively exercise upon a hot-spot by reading said link data and playing said additional at least one of audio, video and binary data on said playing device. Independent claim 7 comprises substantially similar elements to those of independent claim 1 cast as a method for providing an interactive look-and-feel in a playing device receiving a digital broadcast.

Adams, by contrast, provides a data stream for the display of a video window and is silent with regard to establishing hot-spots in a digital broadcast that link at least one of audio, video and binary data to additional at least one audio, video and binary data as claimed. More specifically, Adams discusses an interactive video system that processes a video data stream and an associated data stream corresponding to the video data stream (Abstract). Adams enables a content programmer to create a video display screen from a programming studio and to flexibly control the area around the video display, including the placement of text and the definition and placement of graphical objects. Col. 2, lns. 22-29. An interactive data stream is provided wherein an

associated data stream determine the placement of a video display window on a display device. Col. 2, Ins. 34-37. The associated data stream also determines the placement and pixel content of graphical objects on the display device that correspond to the video image. Col. 2, Ins. 43-47. The video system displays a video image and performs command function specified by the associated data stream, which include commands that specify parameters for placement of selection windows that correspond to the video image and commands that specify functions performed if a user selects the selection windows. Col. 2, ln. 66 - Col. 3, ln. 10.

The Examiner asserts that the disclosure of Adams reads on to the private data as claimed, including hot-spots, as Adams includes associated data packets that include coordinates and position of graphics/icons on the display. Adams, however, is silent regarding hot-spots as claimed, which link at least one of audio, video and binary data to additional at least one of audio, video and binary data. Indeed, the Examiner concedes this point by stating that “Adams does not explicitly state that the graphic/icon is linked to an additional audio/video/graphic data.” Office Action of June 30, 2006 at 3. Given the Examiner’s concession that Adams fails to teach or suggest linking to an additional at least one of audio, video and binary data, the citations upon which the Examiner is relying cannot read on to the private data as claimed. At most, the portion of Adams upon which the Examiner is relying discusses the presentation, placement and sizing of the video window on the display surface. Col. 8, ln. 64 - Col. 9, ln. 4.

Although the Examiner concedes that Adams fails to teach or suggest a hot-spot linking to additional at least one of audio, video and binary data, the Examiner states that Mourad provides a standard teaching with regard to document and object

linking, and discloses the use of hypertext links. Applicant respectfully disagrees that Mourad reads on to the elements of the independent claims. Mourad discusses the representation of the logical and physical structures of different types of information objects comprising a multimedia document (18.5.1). According to Mourad, the logical structure of a multimedia document can be represented in terms of either a tree hierarchy or an aggregation hierarchy, whereby the leaves of the tree represent basic logical objects representing the actual document contents and each leaf represents an indivisible single object of a single type (18.5.2). Further according to Mourad, the physical architecture of a multimedia document represents the physical media structure onto which the logical structure will be mapped and rendered in a comprehensible way (18.5.3). Synchronization of objects in a multimedia document is also discussed (18.5.4), as well as the coding and storage of multimedia documents (18.4.5).

Applicant disagrees with the Examiner's position that Mourad discusses document and object linking, as well as the disclosure of hypertext links. The portions of Mourad upon which the Examiner relies discuss the use of different text languages and standards for describing or coding different types of information. A review of Mourad fails to reveal a discussion of the use of hypertext links. Regardless, Mourad does not discuss systems and methods for providing an interactive look-and-feel in a playing device receiving a digital broadcast as claimed. Indeed, Mourad is silent regarding digital broadcasts and is concerned with the structure, coding and storage of multimedia documents.

Applicant also contends that there is an insufficient motivation given to combine Adams and Mourad. On the one hand, Adams discusses content programmer

control of video and data display using associated data. Mourad, by contrast, discusses the composition, coding and storage of multimedia documents. Furthermore, the reason put forth by the Examiner as the motivation to combine the references (“providing a wider range of documents to the user”) does not arise from the references themselves. Both Adams and Mourad are silent with regard to providing the user with access to a wider range of documents as the Examiner suggests and, indeed, Adams is directed to controlling a video and data display and not to providing documents. Applicant therefore asserts that there is no motivation to combine Adams and Mourad as the two references are directed to solving disparate problems.

Applicant accordingly contends that the combination of Adams with Mourad does not teach or suggest private data as claimed. Applicant therefore respectfully requests withdrawal of the rejection of independent claims 1 and 7 and allowance regarding the same

In addition to the foregoing arguments, the Examiner concludes that neither Adams nor Mourad discuss private data as claimed, including an indication of the number of hot-spots. The Examiner then asserts that Peairs teaches this missing element. Applicant respectfully asserts that there is insufficient motivation to combine Peairs with Adams or Mourad. As discussed above, Adams discusses the control of a video and data display using associated data and Mourad discusses the structure, coding and storage of multimedia documents. Peairs, however, discusses a document server that takes an example page from each document in a document database for processing by a page processor to yield an iconic representation for the example page. Abstract. The document serving techniques of Peairs do not lend themselves to use in the video

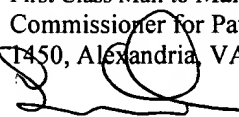
distribution system of Adams where content is being continually broadcast, as opposed to being stored and transmitted as discrete documents as Peairs discusses. Furthermore, Peairs is unrelated to the pending independent claims as Peairs does not discuss a system for receiving a digital broadcast or providing an interactive look-and-feel in a device for playing such a digital broadcast.

The dependent claims of the present application contain additional features that further substantially distinguish the invention of the present application over Adams in view of Mourad and further in view of Peairs. Given the Applicants' position on the patentability of the independent claims, however, it is not deemed necessary at this point to delineate such distinctions.

For at least all of the above reasons, Applicants respectfully request that the Examiner withdraw all rejections, and allowance of all the pending claims is respectfully solicited. To expedite prosecution of this application to allowance, the examiner is invited to call the Applicants' undersigned representative to discuss any issues relating to this application.

Dated: January 2, 2007

I hereby certify that the correspondence attached herewith is being transmitted by First Class Mail to Mail Stop: Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450:

  
1/2/2007  
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